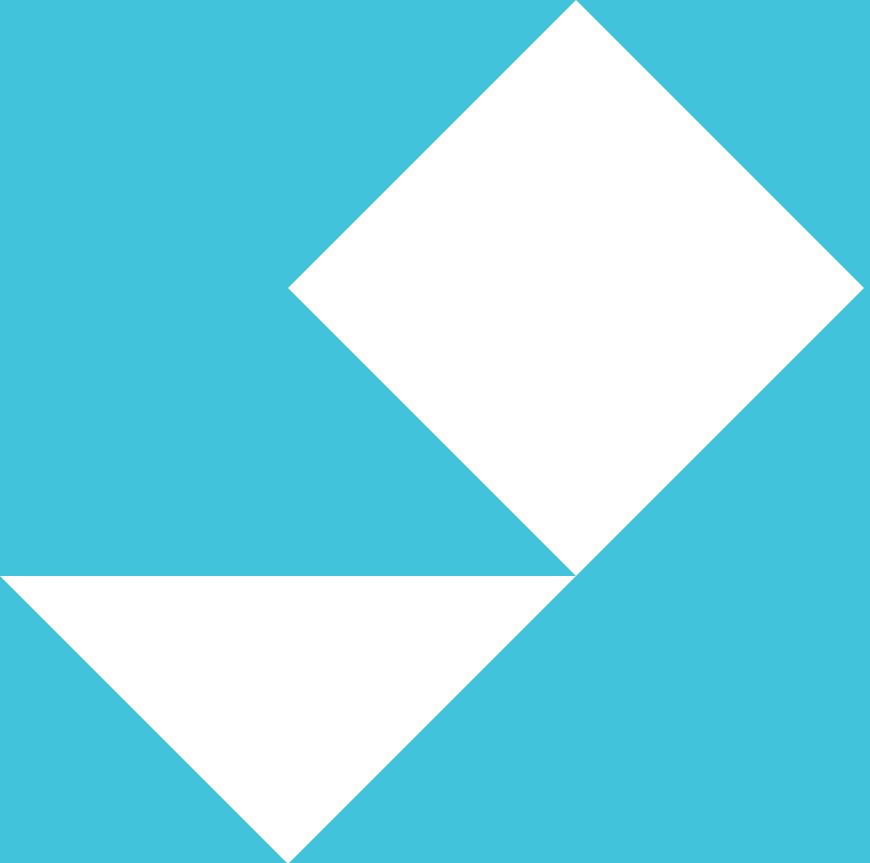


CITY OF MECHELEN, BELGIUM

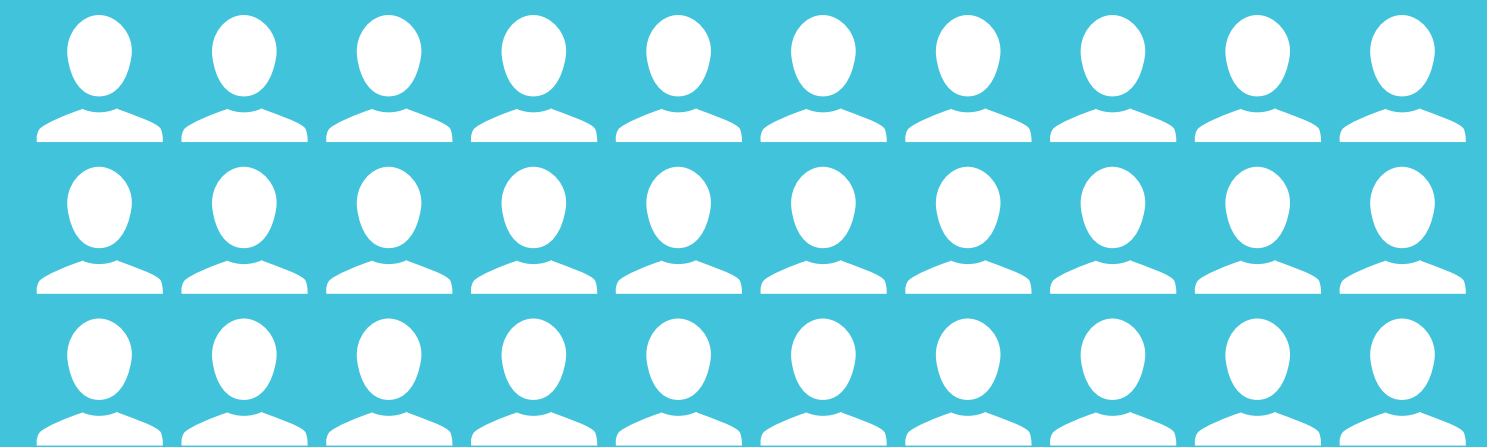
FIRST STEPS IN CYCLELOGISTICS

MECHELEN





MECHELEN



85.000
INHABITANTS

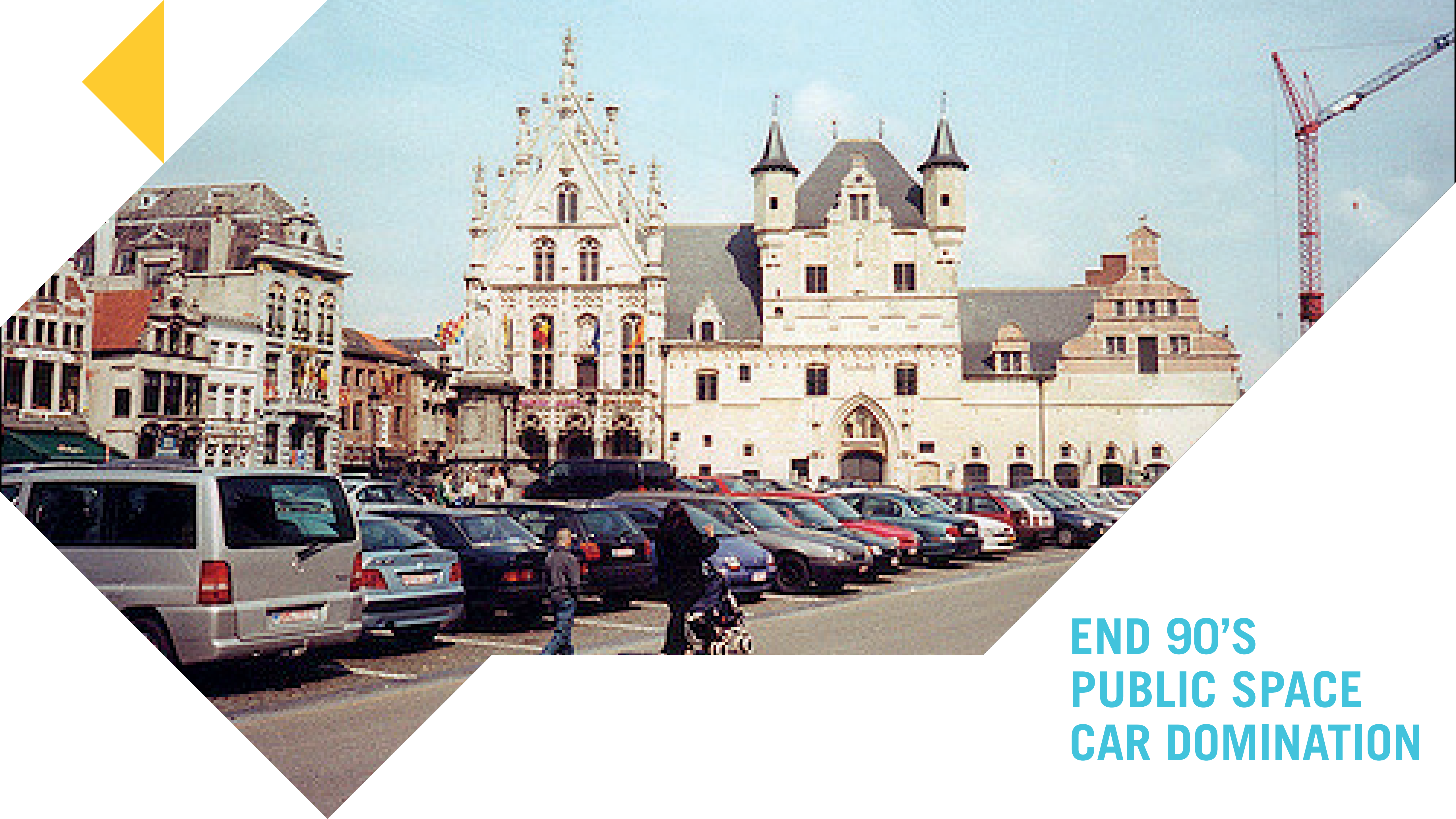


20.000
CARS IN MORNING
TRAFFIC

1.000
SHOPS




65 km²
ROADS



**END 90'S
PUBLIC SPACE
CAR DOMINATION**



CAR FREE ZONES
CAR LIMITED ZONES
TIME FRAMES DELIVERY



**CO₂ REDUCTION
20% BY 2020**



**LIVEABILITY
SUSTAINABILITY**



**CLIMATE
NEUTRAL CITY**



**SUSTAINABLE
MOBILITY**

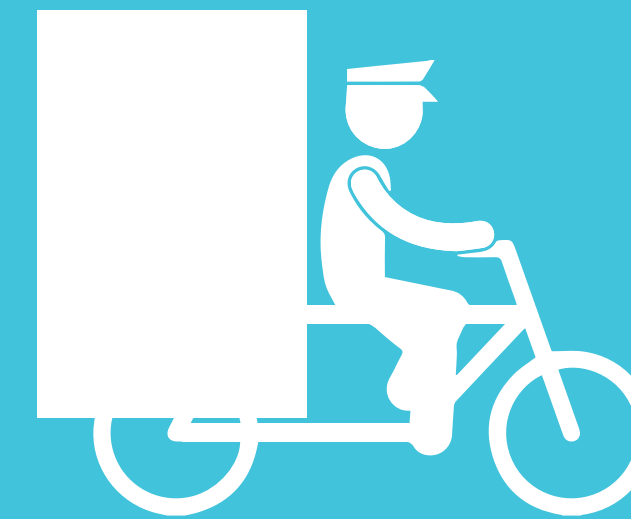


**PLEASANT
SHOPPING CENTRE**



**NO
MORE**

THE FUTURE

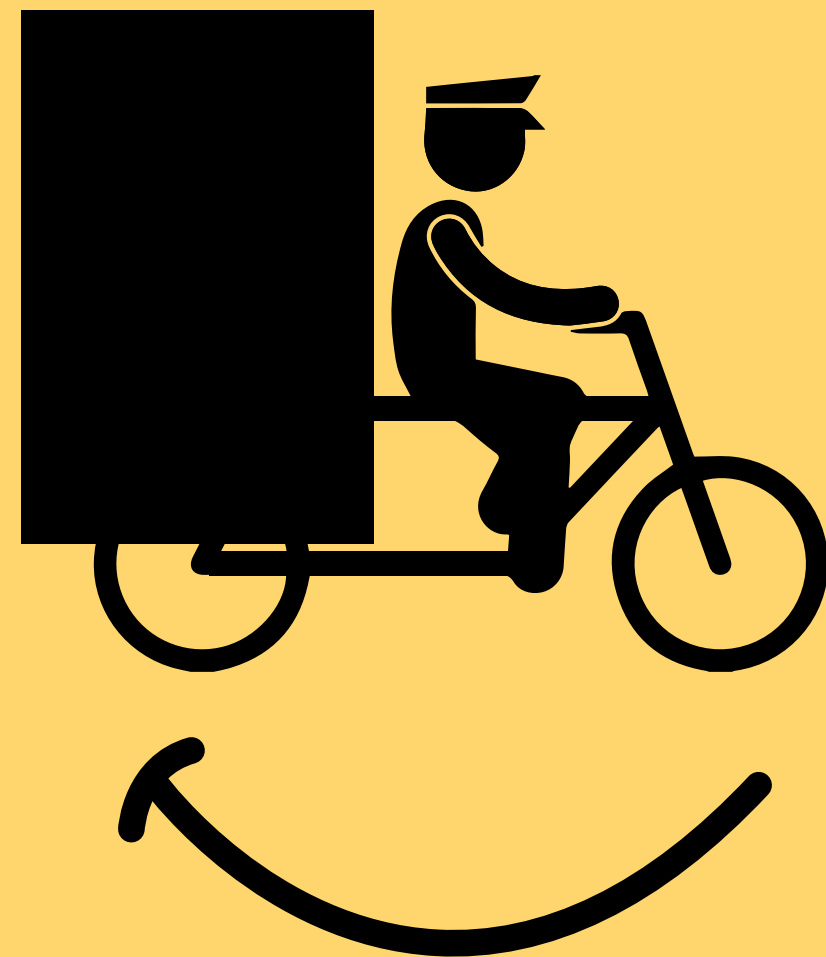


MECHELEN, PARTNER IN CYCLOGISTICS

**ENCOURAGE
CYCLOGISTICS**



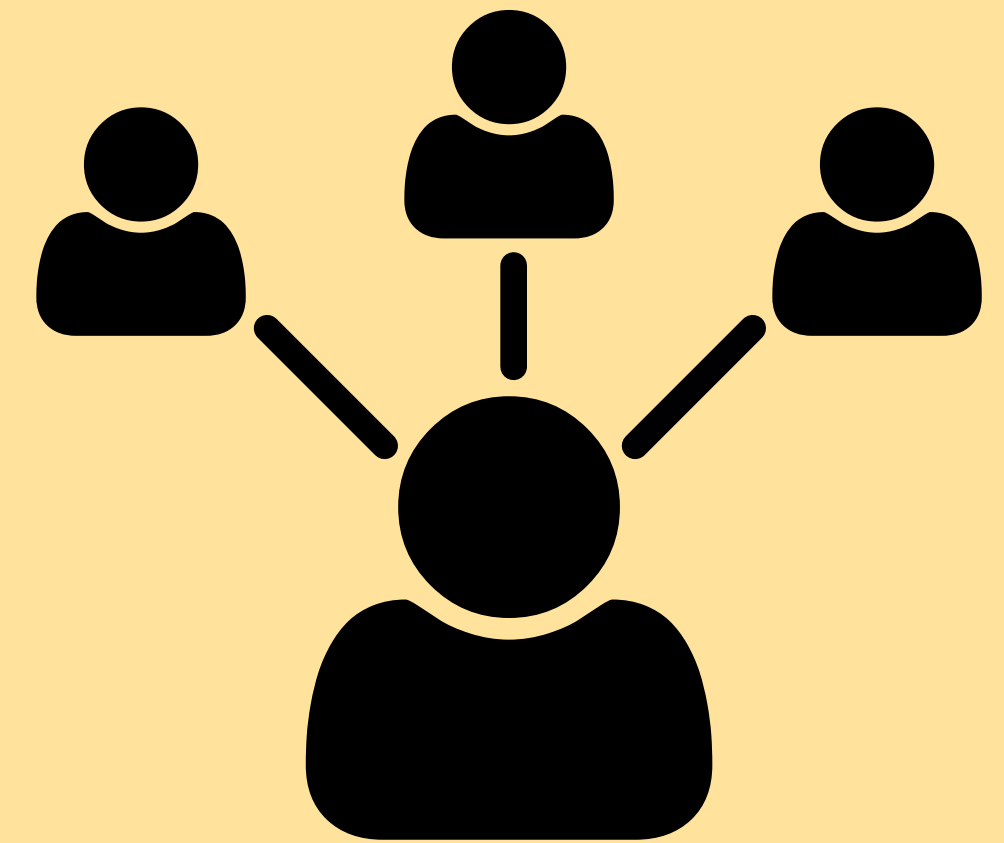
**FACILITATING
CONDITIONS**



**CREATE
AWARENESS**



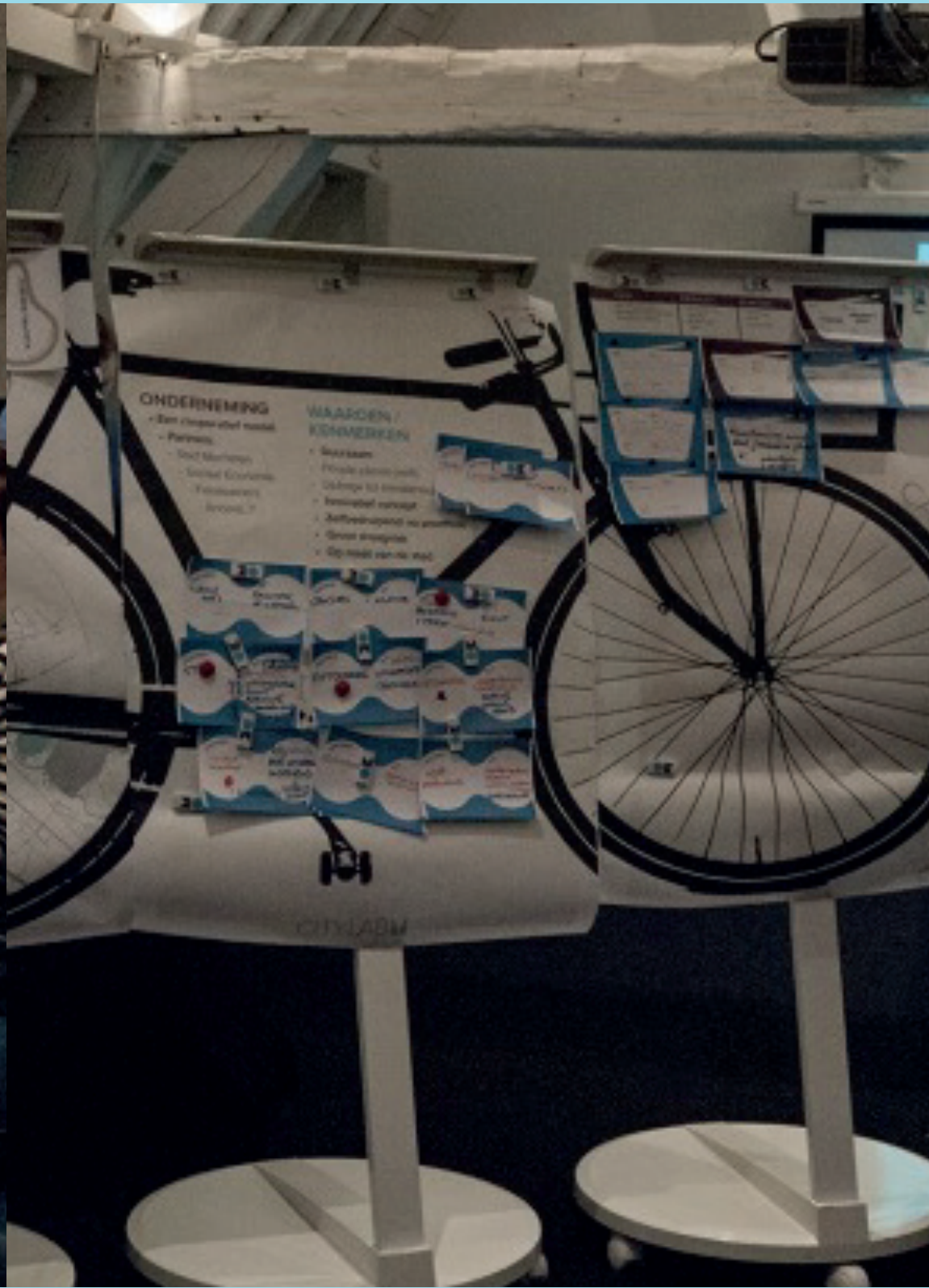
**KNOWLEDGE
SHARING**

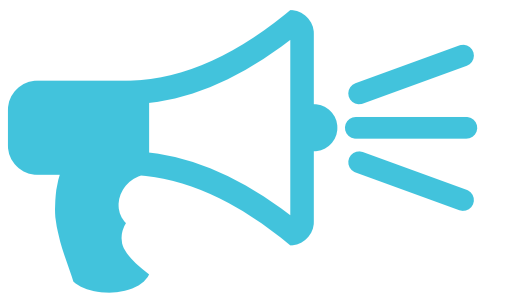
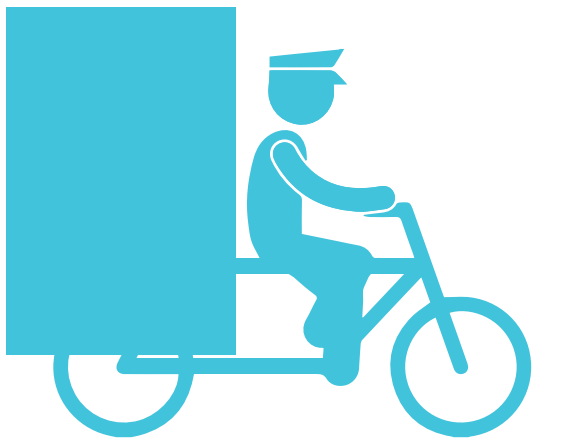




CITYLAB

MEET & DISCUSS







LAST MILE SERVICE: HANDSFREE SHOPPING

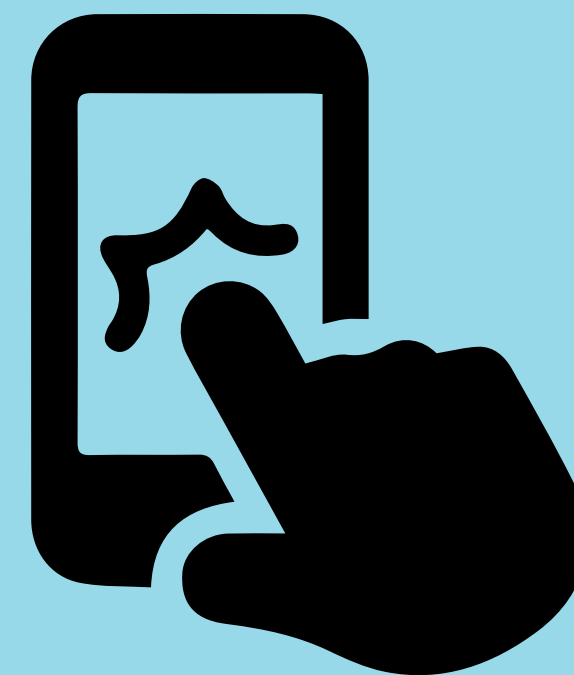
**100
PARTICIPATING
SHOPS**



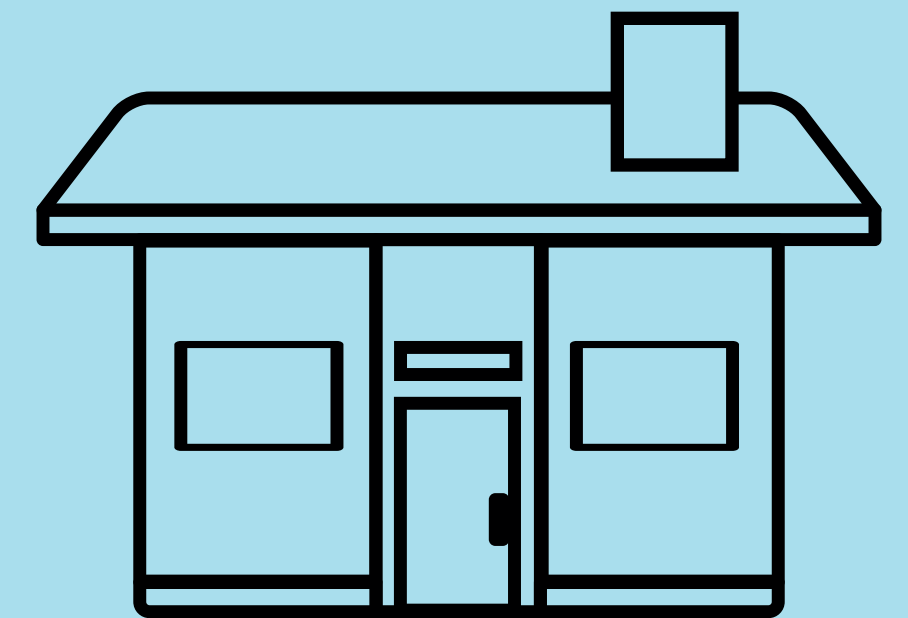
**€ 5 / HOME
DELIVERY**



**MOBILE
APP**



**+/- 60 HOME
DELIVERIES/
WEEK**



LAST MILE SERVICE: PILOT PROJECT



LAST MILE SERVICE: PILOT PROJECT

STEP 1:

CHANGING INFRASTRUCTURAL
MEASURES IN CERTAIN
STREETS

STEP 2:



STEP 3:



STEP 4:



STEP 5:

NEGOCIATION WITH



RESULTS:

NOT ONE SHOP OWNER AND/OR LOGISTIC SERVICE PROVIDER WAS FOUND PREPARED TO PARTICIPATE IN HET LAST MILE PILOT

MAIN ARGUMENTS:

LACK OF CONFIDENCE IN BIKE COURIER
FEAR OF EXTRA COST
FEAR OF DAMAGE OR LOSS OF GOODS
FEAR OF TIME LOSS

SMART LOCKERS





CYCLELOGISTICS IN OWN CITY SERVICES

DELIVERY OF OWN CITY SERVICES

BOTTOM-UP APPROACH, ONGOING PROCESS, CREATION OF AWARENESS AND CHANGE MANAGEMENT

CYCLELOGISTICS IN OWN CITY SERVICES

DELIVERY OF OWN CITY SERVICES

BOTTOM-UP APPROACH, ONGOING PROCESS, CREATION OF AWARENESS AND CHANGE MANAGEMENT

INTERNAL MAIL OF THE
'SOCIAL HOUSE' WITH A
CARGO BIKE (SEPARATE
BRANCH OF THE CITY
ADMINISTRATION)

CYCLELOGISTICS IN OWN CITY SERVICES

DELIVERY OF OWN CITY SERVICES

BOTTOM-UP APPROACH, ONGOING PROCESS, CREATION OF AWARENESS AND CHANGE MANAGEMENT

**INTERNAL MAIL OF THE
'SOCIAL HOUSE' WITH A
CARGO BIKE (SEPARATE
BRANCH OF THE CITY
ADMINISTRATION)**

**TRANSPORT BY CARGO BIKE
BETWEEN THE 2 LOCATIONS
OF THE YOUTH SERVICE**

CYCLELOGISTICS IN OWN CITY SERVICES

DELIVERY OF OWN CITY SERVICES

BOTTOM-UP APPROACH, ONGOING PROCESS, CREATION OF AWARENESS AND CHANGE MANAGEMENT

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TRANSPORT BY CARGO BIKE
BETWEEN THE 2 LOCATIONS
OF THE YOUTH SERVICE

OPENING AND CLOSING OF
THE CITY PARKS BY THE
COMMUNITY SUPERVISORS
IS BEING DONE BY
ELECTRICAL BIKE

CYCLELOGISTICS IN OWN CITY SERVICES

DELIVERY OF OWN CITY SERVICES

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LAST MILE SERVICE
BY CARGO BIKE FOR
THE DEPARTMENT
'MARKETING &
COMMUNICATION' AND
'SUPPLIES'

CYCLELOGISTICS IN OWN CITY SERVICES

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LAST MILE SERVICE
BY CARGO BIKE FOR
THE DEPARTMENT
'MARKETING &
COMMUNICATION' AND
'SUPPLIES'

INCORPORATION OF
DELIVERY BY BIKE AND/OR
SUSTAINABLE TRANSPORT
INTO CITY OF MECHELEN'S
PUBLIC TENDER PROCEDURE

CONCLUSION

**CREATE
AWARENESS**



CONCLUSION

CREATE
AWARENESS



CITY BIKE COURIER



CONCLUSION

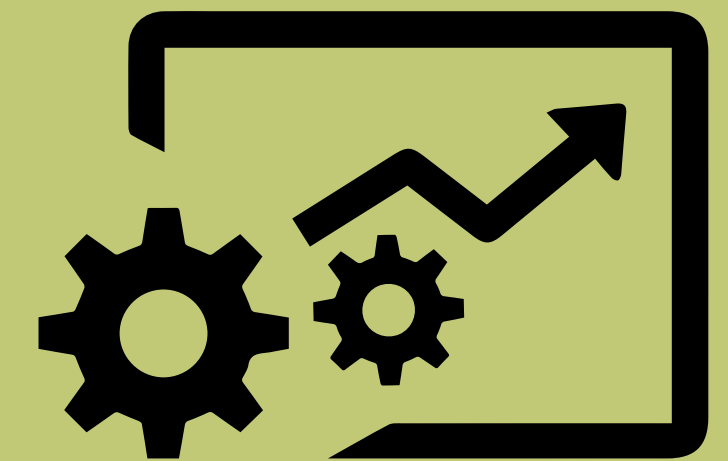
**CREATE
AWARENESS**



CITY BIKE COURIER



**BECOME
PROFITABLE**



CONCLUSION

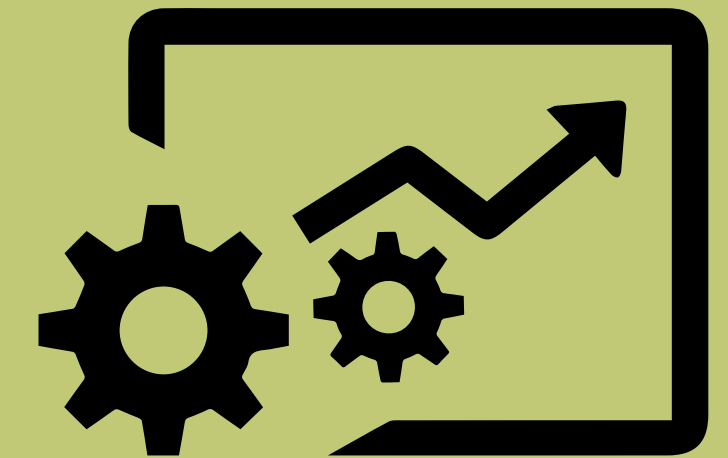
CREATE
AWARENESS



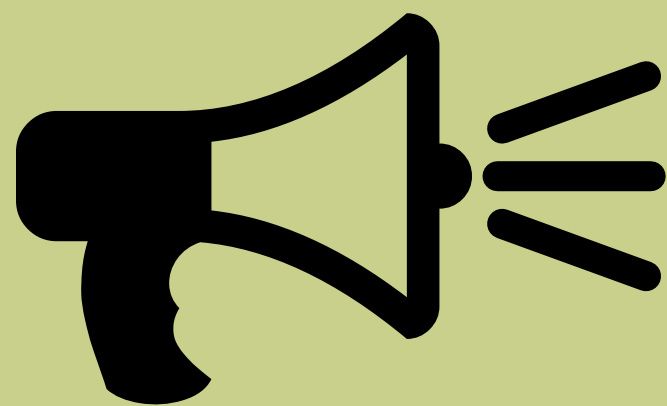
CITY BIKE COURIER



BECOME
PROFITABLE



CREATE
AWARENESS



CONCLUSION

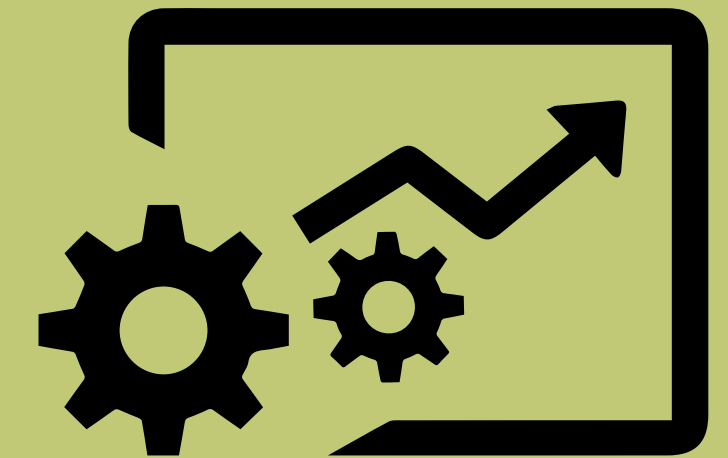
**CREATE
AWARENESS**



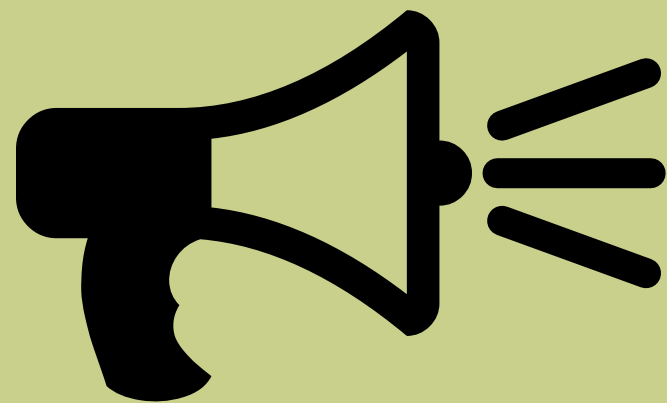
CITY BIKE COURIER



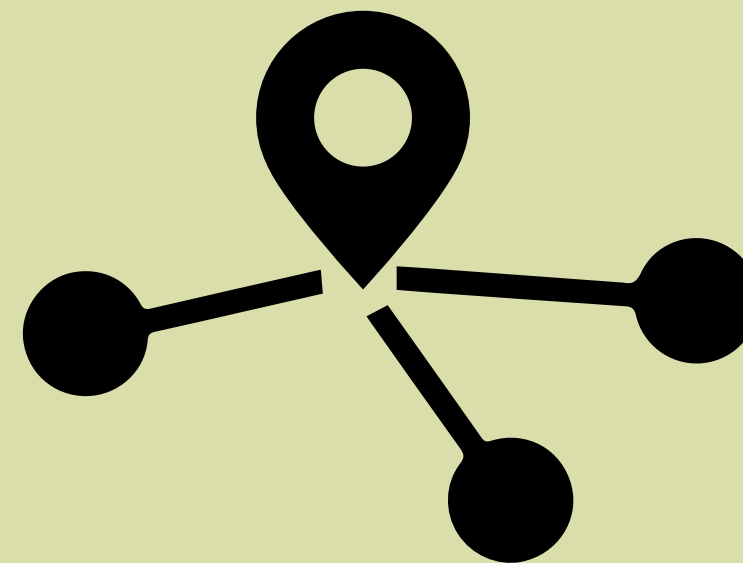
**BECOME
PROFITABLE**



**CREATE
AWARENESS**



**CITY'S POLICY VS.
SUSTAINABLE TRANSPORT**



CONCLUSION

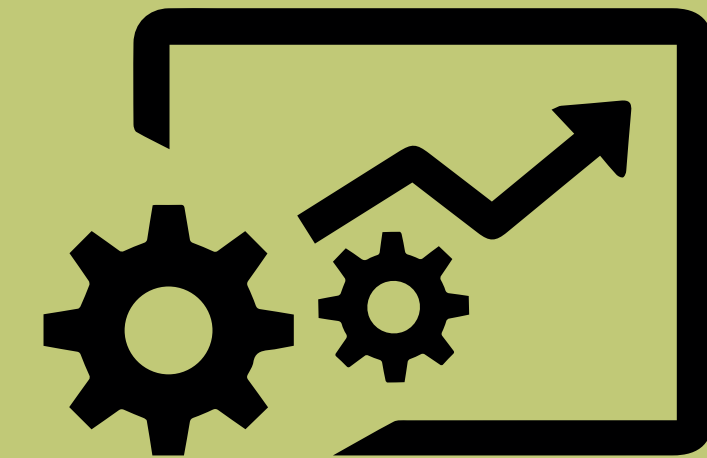
**CREATE
AWARENESS**



CITY BIKE COURIER



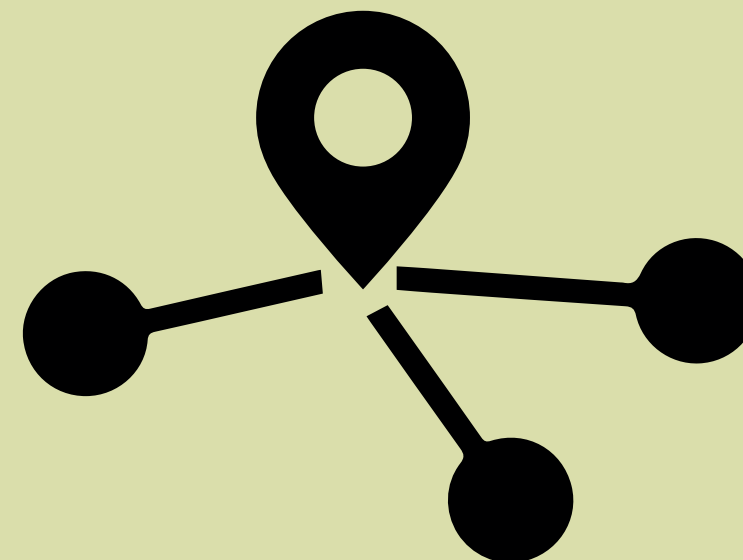
**BECOME
PROFITABLE**



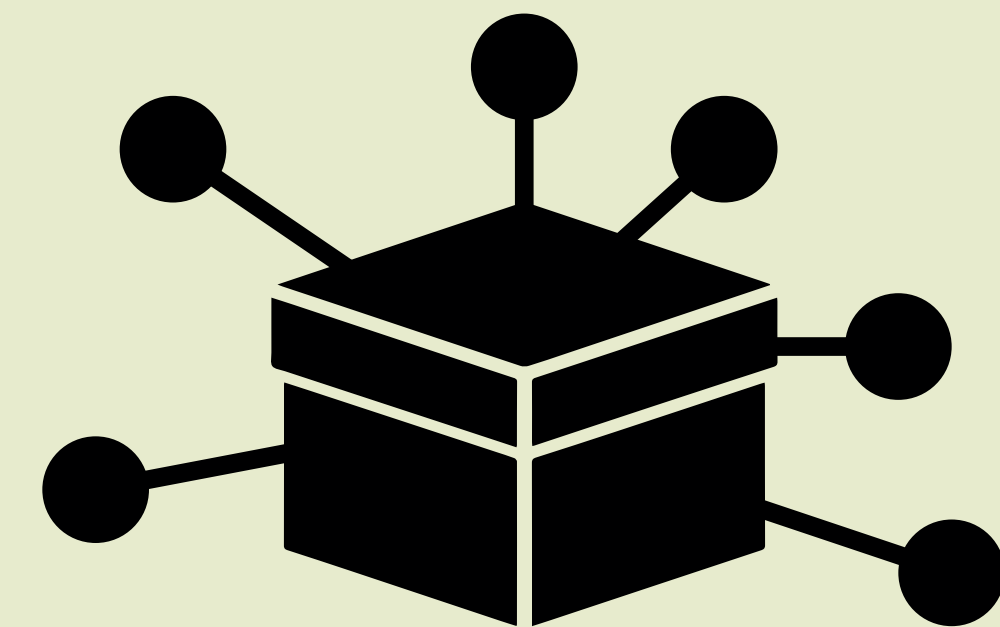
**CREATE
AWARENESS**



**CITY'S POLICY VS.
SUSTAINABLE TRANSPORT**



**COOPERATION WITHIN
THE LOGISTICS SECTOR**



**THANKS FOR YOUR
ATTENTION**

QUESTIONS?

VEERLE.DEMEYER@MECHELEN.BE